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Ludwig Amaryllis Nurseries

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WORCESTER, MASS.

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Fire Dance - Brilliant - Champion's Reward

Pride's, Worcester, Mass

IF YOU HAVE ANY FRIENDS, ACQUAINTANCES
OR RELATIONS THAT ARE INTERESTED IN THIS
BOOKLET, PLEASE, LET US HAVE THEIR NAMES
AND ADDRESSES, FOR WHICH PURPOSE WE
HAVE INSERTED A REPLY-CARD

Delivery: Free to Door

Date of delivery, June/July

Forwarding: by Air

Payment: cash (i.e. Dollar Check) with order (C.W.O.)

FALL 1959 to SPRING 1960

TO OUR CUSTOMERS:

We are pleased and proud to be chosen as an American Representative of the famous LUDWIG AMARYLLIS firm of Holland. This company is world-famous, as they have been one of the top amaryllis hybridizers for over 25 years.

NAMED VARIETIES. We handle mostly named varieties which are propagated vegetatively with time and care so that they will be true to name.

GROWING INSTRUCTIONS. Although growing instructions are included in this booklet, we will send additional instructions called "SUCCESS WITH AMARYLLIS" with each order. We recommend the book called "AMARYLLIS . . . and how to grow them" by Peggie Schulz which we sell for \$2.95 a copy.

PRICES. It is impossible to propagate these magnificent named varieties of amaryllis and retail them as first-class bulbs at "bargain prices".

DELIVERY. Due to the late maturing of bulbs for maximum growth, first-class amaryllis bulbs cannot be shipped until late November or December. Although we have a stock of most of the varieties listed ready to ship, a few are in very short supply and will be supplemented by shipments arriving from the originators in Holland. Order immediately to be sure to get what you want.

GIFT SUGGESTIONS. These choice amaryllis make excellent gifts for special events. They can be shipped out during all but the most severe weather.

FLOWERING. Follow instructions carefully, holding off much water until really active growth begins after the bulbs have been planted. Bulbs usually flower in from 6 to 8 weeks after planting. The LUDWIG strain is famous for its elegance, refinement and delicacy of coloring as well as large size and heavy petal texture. The wonderful new pink varieties are especially outstanding.

NOTICE. Do not send order to Holland. No C.O.D. orders accepted. Please use enclosed order blank, and order as early as possible.

PRIDE'S
BOX 431
WORCESTER, MASSACHUSETTS

Amaryllis Lovers

The 9th edition of our Illustrated Special Amaryllis Catalog lists the following novelties, which were generally named by our own customers mentioned herewith below :

Circus named by Mrs. A. L. Candido, Kansas City 5, Kansas, U.S.A.

Christmas Gift named by Miss Jean Marie Munro, East St. Louis Mo., U.S.A.

La forest morton named by ourselves in commemoration of Mrs. W. D. Morton, New Orleans, La., a genuine Amaryllis lover, who suddenly died on 28th October 1955, when a blood clot stopped her heart; we are afraid that she left an Amaryllis programme unfinished, for though she was an extremely active member of the American Amaryllis Society, she had still so many plans to materialize, so many lectures to give etc. Fortunately her husband, Mr. W. D. Morton decided to carry on, where she left off. As soon as we learned of her tragic death we called the best Amaryllis Seedling we could boast of at the time, after Mrs. Morton. In this connection we may mention that we have decided not to name any Amaryllis Novelties after living Amaryllis-lovers. So far we have made one exception, viz. for Mr. Wyndham Hayward, Winter Park, Fla., and we certainly had good reasons for it. No end of customers suggested to us to name two Amaryllis Novelties respectively after Mrs. Nell Picard, Houston, Texas and Mr. Edwin Flato, Corpus Christi, Texas.

Much though we appreciate what the two persons have done for Amaryllis in general and for our strain in particular, we cannot possibly meet the wish of so many customers in this respect, for in doing so we may overlook others that would feel hurt.

Ludwig's Ace named by Mrs. I. Freese, Pinetown, Natal, S.A.

Prima Donna named by three persons :

Miss Mary Stark, Johannesburg, S.A.

Mr. Samuel Odes, Brooklyn 25, N.Y., U.S.A.

Mr. W. R. Lowe, Mobile, Ala., U.S.A.

Spring dream named by Mrs. Henry C. Phillips, Crown Point, Ind., U.S.A.

We congratulate the winners of this year's naming contest and it goes without saying that they shall have their self-named varieties in good time.

The six newly-listed novelties we may recommend to you without any reserve; they are the latest and best in the Amaryllis line and we feel sure that for the time being there will not be any named variety to hold a candle to them.

The varieties: Cherry Queen - Crimson Beauty - Red Sparkle - Rossini and Snow Queen we have discontinued propagating, as they have meanwhile been superseded by superior novelties in the same color shades.

With regard to the varieties Cardinal - Fire Dance - Five Star General - Ludwig's It - Picotée and Silver Lining we are sorry to say that our rather limited stocks are likely to have given out, when the present Amaryllis Catalog has actually been published, our presales of the six varieties having been too great for what small stocks we have.

Next season they will be available in increasing quantities, especially our stocks of Five Star General and Silver Lining will then enable us to satisfy all our customers. With regard to Picotée it will take two more years, for Amaryllis propagation is a three years' programme. Anyhow, many of our customers will have enjoyed this outstanding variety. It would take us too long to quote all the enthusiastic comments upon Picotée.

What Mr. Chas W. Sanders, Corpus Christi, Texas, wrote us will suffice, viz.: "Really Picotée was the most beautiful flower that I have ever had in my garden or seen in any garden" and the Corpus Christi Times of Friday, May 8th 1959 spends a full page on Picotée, publishing also a fine colored illustration of "the beautiful newcomer to the United States".

As many customers have asked us for other Amaryllis Species, we have also listed Amaryllis Sprekelia Formosissima for outdoor growing. This Amaryllis Species should be grown for many consecutive years with increasingly better results. Its price is rather low, viz. three bulbs for one Dollar. You might try some, but then you had better order them at once as we have just a few thousands to spare. For comments upon our named Amaryllis Clones we refer you to the last two pages of our Catalog. Those that have interesting reports on the results of our named Amaryllis varieties are welcome to pass us their information for publication, especially if their Ludwig Amaryllis are winners in local shows.

For your guidance we also mention here two good books on Amaryllis,

viz. *The Amaryllis Manual* by Hamilton P. Traub
published by the Macmillan Company
60 Fifth Avenue, New York 11, N.Y.

and *Amaryllis and how to grow them* by Peggie Schulz
published by M. Barrows and Company Inc.
425 Fourth Ave, New York 16, N. Y.

To ascertain the color shades of our named Amaryllis Clones we have made use of the Horticultural Color Charts, issued by the British Color Council in collaboration with the *Royal Horticultural Society*, Vincent Square, Westminster London S.W. 1, England, where the two volumes are to be had at £ 5.-- or abt. \$ 15.-- exclusive of postage.

For customers in the Southern States of the U.S.A. we announce that we shall have direct pool shipments to New Orleans, La., this coming season, as the long overland route from New York to destination takes too much time and the danger of frost is not imaginary in this case. If you want to receive your Amaryllis Clones via New Orleans, please, mention it on the enclosed order sheet.

In this connection we should once more stress that all our prices are for free delivery, which implies that the Amaryllis have also been insured against all risks. Should Amaryllis unexpectedly arrive rotten or frozen, please, advise us at once, so that we may replace the bulbs in question free of charge and claim damages from our insurance company. We seriously hope that you will enjoy our gorgeous named Amaryllis varieties and that they will contribute to your happiness and zest for life.

HILLEGOM, August 1959

421 - *American Express*

Oriental red (somewhat lighter than 819) fine even color with slightly lighter red stamens. The throat is dark red with a violet red reflection. A robust Amaryllis with much flare.

2-3 Scapes, 26-28" tall, each with 4 large, open, eight to eight-and-a-half inch blooms. A fast grower, coming easily in full bloom. We specially recommend this variety as it should have its place in every Amaryllis collection. Price: \$ 3.25 each

Highest possible Rating (AA) in the Cleveland trials

422 - *Apple-Blossom*

White with Dawn Pink (523)

The lower petals are of a lighter color shade, almost white with a dash of Dawn Pink. The stamens are white and the throat is faintly greenish with a dark red ring.

2 Scapes, each with 4-5 eight inch blooms of a fine, flat shape, all of which flowering almost simultaneously, suggestive of the abundant wealth of flowers of the blooming appletrees.

Price: \$ 3.50 each

"The name is a dead hit" (John v. Gilder - New-York)

457 - *Attraction*

A particularly fine variety with a peculiar Capsicum Red Color (715) and an elegant shape.

The throat is dark and glossy with a perfect depth.

2-3 Scapes, 28-30" tall, each with 4 seven-and-a-half inch blooms, their petals standing loosely, but yet elegantly and gracefully on their stems. A superior Amaryllis, strong and manly, and yet elegant at the same time. Price: \$ 2.75 each

463 - *Blazing Star*

This novelty, which we offer this year for the second time, is of a very particular self color, viz. a dark vermilion red (slightly darker than Dutch vermilion No. 717) with a dark glossy throat.

Its blooms are large (nearly 10" diameter), round, and rather flat, the calyxes being abt. 4" tall.

Generally there are two scapes, 20-22" tall, each bearing four blooms. We wish to bring the variety to your special notice, as it is a valuable access to your Amaryllis collection.

Price: \$ 3.75 each



DIAMOND
APPLE BLOSSOM
NIVALIS

423 - *Bridesmaid*

A very good, pure white variety with a light green tinge in the throat. 2 Scares, 22-24" tall, one blooming after the other, with 3-4 seven-and-a-half inch, somewhat fringed blooms. A very attractive potflower, which has always been in brisk demand.

Price: \$ 2.75 each

424 - *Bouquet*

A variety of a very peculiar salmon color and a particular charm. The colorshade is a begonia pink (619) with a dark throat matching with Empire rose (0621). The throat is a dark glowing color, beyond which the color is a shade lighter viz. Empire rose (0621), the stamens of the same colorshade (0621) being particularly effectual. 2-3 Scares, 25-28" tall, each with 4 eight-and-a-half to nine inch blooms of a flat and flawless shape, standing gracefully on their strong stems.

Price: \$ 3.75 each

"The best Amaryllis I have ever seen!" (Mr. Tom Manley)

Highest possible Rating (AA) in the Cleveland trials

425 - *Brilliant*

Vivid signalred (darker than 719) with dark red, glossy, rather deep throat.

The trumpetshaped blooms are pretty large viz. 4½ inches diameter. 4 Eight-and-a-half inch blooms to each of the two scapes, which are 23-25" tall.

An extremely fine variety of a fascinating color shade, which is an extraordinarily early and easy forcer.

One of its characteristics is that it has already foliage during its florescence, which makes it a very attractive potplant.

Price: \$ 2.75 each

Provided with an award of merit

at the Amstellflora, Amsterdam

426 - *Candy Cane*

A magnificent, two-colored Amaryllis, alternatively red and white in the right proportions. All petals are white edged, a white streak springing from the throat. Between the edge and the streak the color is a bright capsicum red, which makes it a jolly flower setting the heart of any Amaryllis Lover singing.

The stamens are pure white, the petals broad and flat, making for strong and compact flowers of 8-9" diameter, borne by two scapes 26-28" tall.

Price: \$ 3.50 each

464 - *Cardinal*

Another newcomer that is a welcome addition to our named Amaryllis collection with its dark oxenblood red (820) color and its very dark currant red throat.

There are four blooms of 8" diameter to each of the two scapes, which are 22-24" tall.

Cardinal is very likely to be a variety that is to conquer the hearts of all genuine Amaryllis-lovers. Price: \$ 5.- each

Very limited stock

427 - *Champion's Reward*

Vivid oriental-red (819) with a deep glossy throat. A particularly fine flower shape, rather round, and recurvate petals.

The backs of the petals are also gorgeously colored.

Two scapes, 26-28" tall, with each four large, open, nine inch blooms. A specially decorative plant and so far one of the bestsellers.

Price: \$ 3.75 each

539 - *Christmas Gift*

A superb novelty of a pure white color shade with a soft green throat.

Its excels in growing fast and robust and developing nicely open and large flowers and in having an elegant and loose flowershape. 2 Scapes, 23" tall, each with 4 eight-to-nine inch blooms, the depth of the calyxes being 3½".

The name suggests that it would do as a fine Christmas present, but it does not mean that it will be in full bloom at Christmas, for it is a late-flowering variety, for which reason it will be highly appreciated, as it will keep an Amaryllis lover's collection of all color-shades complete, when all other pure white varieties have done flowering. Price: \$ 4.- each

Name suggested by: Miss Jean Marie Munro,

East St. Louis, Missouri U.S.A.



BOUQUET



CANDY CANE

538 - *Circus*

This red, white-striped variety has the same characteristics as Candy Cane, but is of a darker color shade.

The white stripes stand out better against the garish red, whereas the white edge round all petals is the gay note in this marked variety.

2 Scapes bear each 4 eight-to-nine inch blooms, which are fairly round and nicely open.

It is a strong grower, which has generally already developed leaves during floescence, and is an eye-catcher in an Amaryllis-lover's collection.

Price: \$ 4.- each

Name suggested by: Mrs. A. L. Candido,

Kansas City 5, Kansas, U.S.A.

428 - *Daintiness*

A very fine porcelain rose (620) with a crimson rose glow towards the centre (22/2). The throat is veined with a soft green, the stamens being again porcelain rose (620).

2 Scapes, each with 4 blooms. A very promising variety.

Price: \$ 4.- each

Provided with an award of merit

at the Amstellora, Amsterdam

429 - *Delilah*

A particularly fine Begonia-pink salmon color (619) with a darker throat shading into red.

The lighter colored petal edges make for transparent, glossy blooms, which are of a nicely rounded shape.

2 Scapes, 25" tall, bear each four 8" blooms.

A peculiar color, which the Amaryllis-lover is likely to call salmon-pink, and which is specially attractive.

Price: \$ 3.75 each

430 - *Diamond*

A particularly fine geranium-lake red color (20) with a dark purple red throat.

The inner petals are slightly fringed and bearded.

Two robust scapes, 25" tall, with each four, large, open nine inch blooms. A peculiar color and a very free-flowering potplant.

Price: \$ 3.75 each

431 - *Doris Lilian*

This variety, which is highly appreciated by most possessors, may safely head the list of our varieties, for it is peerless in its special Carmine Rose (21) color. The lower petals are somewhat lighter (21/1), and the petals end also in this lighter color shade. The throat is a dark glossy carmine red. 2 - 3 Scapes, 26 - 28" tall, each with 4 seven to seven-and-a-half inch blooms of a fine, flat shape. Price: \$ 3.75 each

Rating A in the Cleveland trials

432 - *Fantasy*

A very outstanding variety, which is hard to describe. The dominating color is Delft rose (020) with a faint light rose stripe on each petal, the tips of the petals being almost white to very light rose, rendering the shapely flowers very effectual. Further towards the centre the stripes change into soft applegreen, and deep in the throat there is a faint red ring, the stamens being white.

The 4 seven to seven-and-a-half inch blooms stand gracefully on the slender stems. There are generally 2 scapes, 24 - 26" tall, to a bulb. The variety appeals to any Amaryllis-fan and is a very good seller. Price: \$ 3.25 each

465 - *Fire Dance*

A superb novelty, [which is listed for the second time this season. Its color is a gorgeous Dutch vermilion (approximately 717) with dark violet red in the throat.

All the broad and flat petals are of a self-color and recurve symmetrically, so that the well-closed flowers lend it an air of strength and nobility.

Its blooms are nearly 10" diameter, whereas the calyxes are only abt 3" tall, so that they are rather flat.

2 Scapes, 24" tall, bear each four very shapely blooms.

A variety that we specially recommend, as it is bound to be an enormous success. Price: \$ 5.- each

Very limited stock

433 - *Franklin Roosevelt*

Currant red (821), the upper petals having a bloodred reflection, the lower petals being of a somewhat lighter colorshade; a faint streak in the centre of the petals; very dark red in the throat; bloodred stamens.

2 Scares, 25" tall, each with 4 seven to seven-and-a-half inch blooms. The color is unique and the darkest red of all our Amaryllis.

Price: \$ 3.25 each

434 - *Five Star General*

A very special variety, which is, however, the last to bloom in our collection of named Amaryllis.

The 9-10" blooms are of a gorgeous signalred (719) color with a white star in the centre, which white star shades with red streaks into full red towards the outer petals.

The edges of the petals are slightly suffused with red streaks. In the throat there is a dark red ring and the upper petals are slightly bearded.

Generally there are two scapes, abt. 30" tall, with each four large blooms. The treatment of this variety, however, requires somewhat more care. The main thing that matters in the temperature, viz. preferably 70 to 75 degrees Fahrenheit.

As this variety is rather slow in coming into full bloom, it is advisable not to give it too much water, as otherwise the roots will start rotting.

The long period of waiting for its blooms will be amply rewarded on seeing this wonderful Amaryllis variety.

Price: \$ 5.- each

Very limited stock

435 - *Halley*

Lively poppy red (16) (orangered) with darker stamens and a very dark throat. All the petals are veined with a dark shade, imparting a special glow to the whole.

2-3 Scares, 20-24" tall, each with 4 rather flat and beautifully round, eight inch blooms.

Price: \$ 3.25 each

Top rating (AA) in the Cleveland trials



WYNDHAM HAYWARD
HALLEY
PINKSTERFLOWER

437 - *Invincible*

This shapely semi-trumpet Amaryllis is a fine Capsicum red (715) with a dark red throat.

2 Scapes, 24-28", gracefully bear 4 eight inch blooms each, which sometimes flower all at the same time.

An excellent variety, that will find its way to Amaryllis-lovers.

Price: \$ 3.25 each

390 - *La Forest Morton*

The novelty has a particularly nice color, which has not been seen in Amaryllis so far.

According to the Royal Horticultural Color Charts its color shade is Claret Rose (021); lively salmon rose would reflect our own impression.

The lower part of the petals is of a slightly lighter color shade.

The dark rosy red throat hits off the desirable tone to perfect the combination to the eye, whereas the rosy red shade of the stamens once more stresses its perfection.

The shape of the petals is ideal, not too round, but elegant and somewhat stylish, which is accentuated by the slightly uplifted four flawless blooms.

The diameter of the flowers is 8 to 9", whereas the depth of the throat is abt. 3".

The novelty produces two flowerscapes, which are rather tall. Therefor it is recommendable to grow the variety in broad daylight to prevent the scapes from getting too tall.

Price: \$ 5.- each

466 - *Liberty Hyde Baily*

This new variety is one of the best red-colored novelties.

The fantastic clear oriental red color shade (almost 819) is so glowing and striking that the variety is likely to be the eye-catcher in your Amaryllis-collection.

The self-colored blooms are nicely shaped, the broad petals lending them a robust and well-closed shape.

2 Scapes, 24-26" tall, bear each 4 eight-to-nine inch blooms.

Price: \$ 3.75 each

438 - *Love's Desire*

Coral Pink (0619) is the color of this refined Amaryllis variety. The color of the outer petals matches more with porcelain-rose (620), whereas a white, but incomplete streak is highly suggestive of ease and looseness.

This variety focussed the attention of the public at the 1954 Amstellflora, and the judging committee spoke highly of this excellent Amaryllis novelty, providing it with an award of merit.

Two scapes, 24 - 26" tall, bear each four blooms of 8½ - 9" diameter.

Price: \$ 3.50 each

**Provided with an award of merit
at the Amstellflora, Amsterdam**

540 - *Ludwig's Ace*

An imposing "Ace" with an exceptionally gorgeous, salmon-orange color shade.

Technically, i.e. according to the Royal Horticultural Color Charts, its color is Azalea pink (618-618/2), shaded light brickred (016/1), deep Delft rose in the throat, running out lighter towards the centre. Everything about this Amaryllis is robust and "acy", rendering it a stylish giant amongst our Amaryllis varieties.

2 Strong scapes, 23" tall, each with 4 large, open, slightly flat, eight-to-nine inch blooms.

Within some years more varieties of the same type of Amaryllis will join this impressive newcomer, which is likely to claim its place in any Amaryllis-lover's collection.

Price: \$ 5.- each

Name suggested by: Mrs. I. Freese, Pinetown, Natal, S.A.

442 - *Ludwig's Goliath*

The largest-flowering Amaryllis amongst the scarlets.

This novelty, which we have already put to the test for some consecutive years, is of a brilliant red color.

Two 24-26" scapes bear each four 10-11" blooms of the rather flat and slightly loose type; its deep, dark red color is accentuated in the throat.

Price: \$ 3.50 each

Listed for the third time

439 - *Ludwig's Dazzler*

A magnificent addition to our Amaryllis collection, which we consider to be the *white favorite*.

The beautiful, wide opened calyxes are so dazzlingly white and so perfectly shaped, that its appearance cannot but impress the onlooker.

The 4 eight to eight-and-a-half inch blooms are flat, but sufficiently deep, and almost perfectly round, standing elegantly on their stems. Two scapes to a bulb.

This Amaryllis is a fine access to our collection, a promising variety, which is to win the hearts of the Amaryllis lovers in future.

Price: \$ 3.75 each

**Pure and Sparkling, the width and flatness of
contour make the flowers a collector's dream**

Peggy Schulz

467 - *Ludwig's It*

A very large-flowered novelty, which is to make its appearance for the second time this season.

Its blooms, 10" diameter, are of a dark bloodred color (darker than 820), its throat being a dark eulant red (821).

The large flowers are well-shaped, rather flat and stand proudly on their two strong scapes, which are 26 - 30" tall.

A great appearance in the new assortment. Price: \$ 5.- each

Very limited stock

440 - *Ludwig's Masterpiece*

Dark Dutch Vermilion of a pure and even color with a dark, deep, glossy throat. A very prepossessing appearance of a flawless shape, perfectly round, flat and somewhat bearded.

2 Strong scapes, 28 - 30" tall, each with 4 - 5 very shapely, seven-and-a-half to eight inch blooms.

This variety is splendid and harmonious in its entirety, and warmly recommended.

Price: \$ 4.- each

Worthy of its Name



DAINTINESS
LOVE'S DESIRE
BRIDESMAID

441 - *Ludwig's Scarlet*

A magnificent dark red (820), strongly accentuated in the throat. The very special shape creates a strong and manly impression. The 4 seven-and-a-half to eight inch blooms stand proudly on robust scapes. The inner petals are slightly bearded, making for full blooms. Four blooms flower generally on a 25" scape at the same time; often, however, the two scapes bear each four flowers in full bloom simultaneously, so that we warmly recommend this wealthy variety. Price: \$ 2.75 each

Rating A in the Cleveland trials

442 - *Ludwig's Splendor*

A peculiar, dark vermilion red color, matching best with Dutch Vermilion (717), having, however, a somewhat auburn glow. The deep, dark throat contrasts brilliantly with the peculiar red, as well as the stamens, which are of a bright red. 2 Strong scapes each with 4 eight-and-a-half inch blooms, which, standing gracefully on their stems, are extremely well-shaped. Price: \$ 3.75 each

443 - *Lucky Strike*

Gorgeous flowers of a solid oriental red (819) with a darker oxen-bloodred throat and of a fine round semi-trumpet shape, the inner petals being slightly bearded; mostly two 22 - 24" scapes with each 3 - 4 blooms standing extremely gracefully on their stems. Lucky Strike is an extremely beautiful novelty. Needless to say that we specially recommend this outstanding novelty. Price: \$ 4.- each

Listed for the third time

444 - *Margaret Rose*

A fine shrimp red (616/3) (Pink striped) with upper petals with a suggestion of a Mandarin red shade (17/1), the lower petals being of a pure Begonia rose color and the throat of a light mandarin red. The soft rose stamens render the blooms all the more effective, whereas the broad petals make for a robust and strong shape. The calyxes of 8 - 9" diameter are flat and round, standing, four in all, with elegant and graceful pride on the two 26 - 28" scapes. We need hardly recommend this perfect variety. Price: \$ 3.25 each

445 - *Maria Goretti*

The beautiful white calyxes are slightly fringed, giving a special cachet to this variety, which is very free-flowering.

2-3 Scares with always at least 4 eight inch calyxes to a scape, a strong grower with a promising future. Price: \$ 2.75 each

446 - *Miss Margaret Truman*

This is the one of the favorites of the rose varieties, that will come into this year's Amaryllis market.

A splendid color matching most with Porcelain rose (620) with a Camellia rose reflection (622), Camellia rose stamens and a dark rose throat.

2 Scares, 26-28" tall, each with 4 seven-and-a-half to eight inch blooms of an unsurpassable beauty, of a faultless shape, round to a nicety, with a perfect depth in the throat.

The bloom makes a never-to-be-forgotten impression, and its special color cannot be replaced by any other Amaryllis.

This excellent variety may not be missing in any fine collection of Amaryllis. Price: \$ 3.75 each

Provided with an award of merit

at the Amstelflora, Amsterdam

447 - *Mothersday*

A peculiar color, matching with mandarin red (17) (salmonred). The lower petals are faintly striped, the throat being a dark red and the blooms having a somewhat violet reflection near the centre. Its shape is flat and round.

2 Scares, 30" tall, each with 3-4 eight-and-a-half to nine inch, somewhat bearded blooms.

A strong Amaryllis and a successful seller. Price: \$ 2.75 each

448 - *Nivalis*

A pure white variety with a faint green in the throat, particularly wellshaped, rather flat and lasting flowers, opening greenish, but changing into pure white, when in full bloom.

An Amaryllis in which there is a certain charm on account of its graceful flower shape and the elegantly proud way in which the blooms stand on their stems.

2-3 Scares, 22-24" tall, with 3-4 eight inch blooms.

Price: \$ 2.75 each

Provided with an award of merit

at the Amstelflora, Amsterdam

449 - *Peacefulness*

A particularly well-shaped variety with large, almost round blooms. The color matches with something between bloodred (320) and Oriental red (819) suffused with a carmine red glow.

A refined beauty breathing rest and peacefulness because of the soundness and perfection of its shape, and the true-ness of its color.

2 Long scapes, 28-30" tall, each with 3-4 eight inch blooms.

One of our best varieties.

Price: \$ 2.75 each

Picotée

Some of our customers have now made the acquaintance of the peculiar Amaryllis Picotée.

Through the time-devouring vegetative channel we have succeeded in producing some excellent varieties and are in a position to offer them in a modest way.

They are forerunners, however, of even better varieties, which are to make their appearance in future, but will keep you waiting for another few years as a result of their ticklish propagation. What we have one offer just now, is also specially beautiful, graceful and elegant and the quality will meet the ever-increasing demand for Picotée for the time being.

We feel confident that our customers will not have less about the Picotée than about our well-known named varieties. Picotée is of a rather loose shape, its petals being slightly twisted resulting in a peculiar grace and elegance.

Its color is pure white, sometimes vaguely speckled with red dots; the petals are contoured or framed by a very narrow, clearly marked red edge. The throat is light applegreen with an occasional rosy red bottom.

The elegant loose shape of the attractive Amaryllis makes for an ideal and fantastic color contrast.

Two or three scapes, 20-24" tall, bear each four or sometimes five blooms of 9-10" diameter.

Picotée, the peculiar novelty, is meant for a great future.

Price: \$ 7.50 each

Very limited stock



CHAMPION'S REWARD
LUDWIG'S MASTERPIECE
LUDWIG'S SCARLET

450 - *Pink Favorite*

Fine Camellia rose (622) is the color of this exceptional Amaryllis. The tips of the petals are a shade lighter rose (622/2), imparting a special freshness to the flowers.

Towards the centre of the flowers the color gets darker rose. The stamens are rose as well.

2 Scares, 28 - 30" tall, each with 3 - 4 particularly large flowers, i.e. 8½ - 9" (and often even 10" diameter).

The calyx has a depth of 3" to 3½", but the flower is yet sufficiently flat, due to its extraordinary size.

This variety needs must be appreciated by any Amaryllis-fan.

Price: \$ 4.- each

451 - *Pink Perfection*

This very free-flowering Amaryllis with its perfect shape has a fresh rose opal (022) color, whereas the tips of the petals are a shade lighter (carmine 21/2), the throat being a dark carmine rose.

Two scapes, 24 - 28" tall, which generally flower simultaneously, bear each 4 eight inch, very shapely, flat and elegant blooms. Often there is a third scape, bearing another four blooms.

Needless to say that we specially recommend this gorgeous variety.

Price: \$ 4.- each

452 - *Pinksterflower*

Beautiful Azalea pink (618) with a slightly Poppy red reflection and applegreen in the throat changing into Camellia rose.

The petals have all a filmy white edge and a fine flat shape. 2 - 3 Scares, 25 - 27" tall each with 4 - 5 seven-and-a-half to eight inch blooms.

This utterly splendid type of Amaryllis we specially recommend.

Price: \$ 2.75 each

541 - *Prima Donna*

This novelty has an extraordinarily attractive rosy color (Begonia rose 619) with a reflection of Azalea pink on the inner petals.

A color combination of two colors, only slightly differing, contrasting, however, in a refined way, the two colors being a perfect match. The deep throat, which is of a darker rosyred color shade, is in full harmony with this play of colors, the dark rose stamens accentuating its perfection.

It is indeed a perfect beauty worthy of the name "Prima Donna". The ideal flowershape is not too round, but elegant and graceful. 2 Scapes, 25" to 28" tall, each with 4 eight inch blooms, the depth of the calyxes being 3 $\frac{1}{2}$ ".

We would suggest to grow the variety in broad daylight to prevent the scapes from getting too tall. Price: \$ 5.- each

Name suggested by: Miss Mary Stark, Johannesburg, S.A.

Mr. Samuel Odes, Brooklyn 25, N.Y., U.S.A.

Mr. W. R. Lowe, Mobile, Ala., U.S.A.

455 - *Salmon Joy*

Soft mandarin red (17/1) (salmon orange) with a somewhat darker glow and a lighter faint streak running into the throat.

The stamens are of a slightly livelier color tending to a light red. 2 Scapes, 30" tall, each with 3 - 4 magnificent eight to eight-and-a-half inch blooms, which are of the flat type, slightly bearded, standing elegantly on their stems.

A particularly beautiful variety, which has always been in brisk demand scoring more and more success on account of its extraordinarily fine flowershape. Price: \$ 2.75 each

Provided with an award of merit

at the Amstelflora, Amsterdam

456 - *Shakespeare*

Glowing Orient Red (deeper than 819).

According to the Royal Horticultural Color Charts this color shade cannot be described.

The glow and warmth it breathes is so intense, so extraordinarily beautiful that it defies every description.

The throat is also glowing, but much darker and has a fine depth. The stamens are a light vermilion red.

Splendid shape, 2 scapes, 25-27" tall, with 4 eight inch, rather long blooms.

One of the most beautiful varieties we can offer in this color shade.

Price: \$ 2.75 each

458 - *Silver Lining*

A particularly beautiful addition to our named Amaryllis collection, which novelty may be compared with our Five Star General, though Silver Lining is more outspokenly of the striped type.

Each scape bears 4-5 large flat flowers (9-10") of a red color with a white star, white stamens and a dark red ring in the very throat. The petal edges are white with red veins and the upper petals are slightly bearded.

A strong grower, flowering later, however, than most of the other varieties, though waiting for the breath-taking beauty of its belated blooms will be amply rewarded. Price: \$ 5.- each

Very limited stock

459 - *Siren*

A peculiar salmon rose color, slightly violet shaded, with a somewhat lighter streak in the centre of the petals; a darker throat and rosy red stamens.

Four finely closed buds to a scape develop into magnificent, gorgeous 8-9" blooms, two scapes to a bulb.

This novelty, which we list this season for the fifth time, is bound to entice many an Amaryllis-lover into its power by its charm as did the mermaid in ancient mythology. Price: \$ 3.- each

542 - *Spring Dream*

Splendid Delftrose (020/1) is the color of this novelty, which we particularly recommend, being the culminating point of the Amaryllis Season.

Every Amaryllis-lover will fall under the spell of this charming variety with its peculiar rosy color of a warm tone, its refined shape, its dark rosyred glossy throat running out into narrow veins to the petal tops and its beautiful stamens, deeper colored towards the lower ends, shading into lighter rose towards the middle.

2 Scapes, 25" tall, each with 4 seven-to-eight inch blooms of a perfect shape, the depth of the calyxes being $3\frac{1}{2}$ ".

We expect Spring Dream to be an extraordinarily valuable access to our ever-increasing color collection of Amaryllis.

Price: \$ 5.- each

Name suggested by: Mrs. Harry C. Phillips,

Crown Point, Ind. U.S.A.



FRANKLIN ROOSEVELT
FANTASY
DORIS LILIAN

468 - *Traffic Stop*

This new access to our Amaryllis collection has a clear capsicum red color (715) with a slightly darker throat.

Its blooms, 8" diameter, are nicely-shaped, round and well-closed. 4 blooms stand slightly uplifted on each of the two rather tall (24-26") scapes, which makes it a particularly fine plant.

The depth of the calyxes is 3 inches.

This novelty is bound to be highly valued for its brilliant color and its excellent qualities.

Price: \$ 3.75 each

460 - *White Giant*

Pure glistening white variety with good, substandard, well-opened flowers. When just opening, the color of the flowers is not yet entirely pure white, but after some days the white will be immaculate and consequently intensified. The petals are namely a shade thicker than is normally the case.

2-3 Scapes, 22-24" tall, with 3-4 seven-and-a-half to eight inch blooms with magnificent leaves which are mostly a dark blue-green during florescence, lending them a certain, peculiar fascinating charm.

Price: \$ 3.25 each

Provided with an award of merit

at the Amstel flora, Amsterdam

461 - *Winter Joy*

A gorgeous, solid vermilion red variety, which is particularly free-flowering with its large, deep calyxes. The throat is a dark vermilion, whereas the petals end in a slightly lighter red. A bright fresh color, outstanding in the collection of our redshaded hybrids.

Two robust 26-28" scapes bear each four 8-9" blooms. A magnificent novelty, the "coming" red Amaryllis, which we recommend without any reserve.

Price: \$ 4.- each

462 - *Wyndham Hayward*

This Amaryllis is a particularly beautiful Amaryllis Hybrid, worthy of ranking amongst the best in any Amaryllis collection. The extremely well-shaped flower of a magnificent dark oriental-red (819) is one of the best varieties we offer this season. The throat is a glossy dark bloodred, contrasting nicely with the slightly lighter red stamens.

The flower is fairly flat but not exaggeratedly so, and having its desirable depth, rendering the whole very attractive. Generally two scapes, 28 - 30" tall, with 4 eight-and-a-half to nine inch blooms, a strong Amaryllis with a gracefulness, which level not every Amaryllis variety comes up to. In gratitude to Mr. Wyndham Hayward, Winter Park (Florida), who contributed a lot towards popularizing Amaryllis in general and our strain in particular and who has grown and examined nearly any species and variety of Amaryllis in his Lakemont Gardens, we have called this Amaryllis Beauty after him. Price: \$ 3.75 each

Provided with an award of merit

at the Amstelflora, Amsterdam

Highest possible rating (AA) in the Cleveland trials

Amaryllis Gracilis

After many years of intentional and experimental crosses we have managed to offer you three named varieties of this fine small-flowered Gracilis. They are the varieties: *Fire Fly*, *Little Sweetheart*, *Picture*.

Next year they will be added to several more varieties, but just now it is important for us to watch the reaction of the Amaryllis-loving public and to be guided as much as possible by their tastes. Amaryllis Gracilis is very free-flowering, and at the same time very early, it takes up less room, but is decidedly no less attractive than the large-flowered Hippeastrum.

No comparison should be made between the two strains, but Gracilis should be merely considered as a class by itself, a class nevertheless, which has its own special charm and is particularly suitable for small floral decorations and flowerworks.

The small and shapely florets are strong cutflowers, for which very reason they specially lend themselves for fine flowerwork.

For those who use Amaryllis as a garden border plant, Gracilis is pre-eminently suited to be planted in front of the border.

Gracilis comes easier and earlier (abt a week) into bloom than Hippeastrum.

In a living-room Gracilis will certainly take its place, as side by side with Hippeastrum there is hardly any bulbous plant so suited for the purpose.

We hope that many customers will give Gracilis a modest trial (stocks are still limited) and inform us of their findings and experiences, whatever they may be. See page 29

469 - *Fire Fly (Gracilis)*

Clear Capsicum red (715) with a darker throat.

The petals are slightly pointed, lending the pretty flowers a certain smartness. The blooms are 4" diameter, the depth of the calyxes is 2 1/2". Two or three scapes, each bearing four to six blooms.

Altogether this excellent *Gracilis* variety makes a splendid decorative plant, once it has fully developed its beauty. Price: \$ 2.50 each

470 - *Little Sweetheart (Gracilis)*

The color of this small-flowered novelty is salmon-like red with a soft green-white throat, running out into the petals, giving it a starlike impression, the star being outlined by darker red streaks. Two or three scapes with each four or five shapely blooms of 4" diameter and 2" deep.

A very fine, graceful and free-flowering potplant, a *Gracilis* Variety worthy of your attention. Price: \$ 2.50 each

471 - *Picture (Gracilis)*

Glowing oriental red (819) with a white star and a white throat (a color combination as in *Five Star General*).

Two or three scapes to a bulb, with each four blooms of abt 4" diameter, but deeper than the two previous *Gracilis* varieties, viz. abt 3". A crisp *Gracilis* variety, an eye-catcher, which is not likely to escape being noticed. Price: \$ 2.50 each

For your kind attention we offer you the three named Gracilis varieties at a total price of \$ 6.50

Amaryllis Sprekelia Formosissima

For those that are interested in all sorts of *Amaryllis* species we offer this article for the first time.

Its color is bloodred (820) with a whitish streak emanating from the throat.

The stamens are also bloodred and the throat is a shade lighter red. The flowershape is exotic (orchid-shaped), two pairs of each three, long, pointed and narrow petals.

The diameter of the flower is 5", the depth of the calyx 2 1/2".

The scape is from 10-12" tall and bears only one flower, which may be used for corsages or be left to embellish the garden, for it is no cutflower. Their leaves generally shoot up after florescence.

This *Amaryllis* species should be left in the soil and be covered with some straw, leaves, etc. in wintertime to protect it from frost, for it hails from Brazil and Mexico and is not winter-hard.

The longer it is left in the soil, the better this *Amaryllis* species will bloom. Price: Three bulbs for \$ 1.-

Parcels

Containing a choice collection
of named Hybrids

For the convenience of our clients, and especially of our new customers we have listed 5 collections of named Amaryllis Hybrids this season to facilitate the choice for those who are less familiar with our varieties.

In these choice collections we have specially listed the highpriced varieties, slightly reducing the prices, however, for such a collection. You may rest assured that we most carefully composed these collections and that you will receive a collection of great diversity, both as to color and shape.

We reserve the right, however, to slightly modify the varieties of the choice-collections, if necessary.

Present and Gift Parcels

Speaking about Christmas, we could supply you with the following *surprise parcels* which may be given as Christmas Boxes, gift parcels on New Year's Day, on the occasion of birthday parties and other festivities.

You may send us your checks, stating whom we are to send the parcels to, and we shall mention your addresses as senders.

Choice Collection: A

at \$ 30,— Free to Door

1 American Express
1 Bouquet
1 Champion's Reward
1 Doris Lilian
1 Ludwig's Ace

1 Ludwig's Dazzler
1 Salmon Joy
1 Spring Dream
1 White Giant
1 Wyndham Hayward

Collection: B

at \$ 27.50 Free to Door

1 American Express
1 Bridesmaid
1 Bouquet
1 Franklin Roosevelt
1 Halley

1 Love's Desire
1 Ludwig's Scarlet
1 Maria Goretti
1 Salmon Joy
1 Spring Dream

GRACILIS FIRE FLY



Cultural Directions for Amaryllis

The Amaryllis is one of the finest bulbous plants, displaying its wealth of beautiful and shapely flowers in winter and early spring.

The culture of fair-sized bulbs to blooms is not so difficult, and may be achieved in any duly heated greenhouse, conservatory, sunparlor or glazed verandah.

Hints in General

Use fair-sized bulbs to obtain good results, preferably bulbs of at least 10"/up in circumference (all our named varieties are of the 10"/up size or larger). They will flower, if properly treated, six to eight weeks after planting.

In the Southern States of the U.S.A. Amaryllis are usually grown in the open. Please, bear in mind that so-called maiden soil should be used, i.e. a plot of ground in which no Amaryllis, and generally no other bulbs or bulbous plants have been grown before.

Choice Collection: C

at \$ 15. – Free to Door

1 American Express
 1 Bouquet
 1 Candy Cane

1 Ludwig's Dazzler
 1 Spring Dream

Collection: D

at \$ 12.50 Free to Door

1 American Express
 1 Bridesmaid
 1 Prima Donna

1 Pinksterflower
 1 Salmon Joy

Collection: E

at \$ 100. – Free to Door

(The Hundred Dollar Collection)

This all round collection contains 33 of our best named Amaryllis Clones, which we specially recommend to Amaryllis-lovers that have not yet imported our named Amaryllis Clones and can afford to spend \$ 100. – on Amaryllis.

1 American Express
 1 Apple Blossom
 1 Blazing Star
 1 Bouquet
 1 Bridesmaid
 1 Candy Cane
 1 Champion's Reward
 1 Delilah
 1 Diamond
 1 Doris Lilian
 1 Fantasy
 1 Franklin Roosevelt
 1 Halley
 1 Invincible
 1 La Forest Morton
 1 Love's Desire
 1 Ludwig's Dazzler

1 Ludwig's Goliath
 1 Ludwig's Masterpiece
 1 Ludwig's Scarlet
 1 Mothersday
 1 Nivalis
 1 Peacefulness
 1 Pink Favorite
 1 Pink Perfection
 1 Pinksterflower
 1 Prima Donna
 1 Salmon Joy
 1 Siren
 1 Spring Dream
 1 Traffic Stop
 1 White Giant
 1 Wyndham Hayward

How are Amateurs to grow *Amaryllis*

The *Hippeastrum Amaryllis* is a bulbous plant originating from Tropical America. The flowering period extends from the middle of December till the end of April, sometimes even later, depending on the planting date.

After three or more years' culture the bulbs are of a good flowering size and quality (the varieties on offer in this list are at least of the 26 cm (10") size).

When the flowerbud appears, the bulb is put in a pot, which should not be too big. Keep a distance of abt. 1 inch between bulb and pot. Fill the pot to 2/5 inches below the brim of the pot with light, permeable earth, mixed with pure sand, and put the bulb for one half in this earth.

In the beginning the bulbs may be placed on a radiator or on a mantelpiece, but as soon as the flowerbud is entirely out, it is necessary to freely admit the daylight, keeping the bottom heat all the time. Do not leave the plant on the window-sill behind the curtains during the night.

It is better to remove the plant from windows that are too cold and to put it somewhere in a better temperature.

Stick to an average degree of humidity, but increase the quantity of water in proportion to the growth, taking precious good care at the same time not to exaggerate the watering.

Turn the pot regularly to thwart the inclination of the plant towards the light. When the scape (stem) has sufficiently developed and the flowerbud begins to open, it is advisable to support the scape (flowerstem).

If one wants the flowers to last in their perfect beauty, one should put them, when in full bloom, in a cooler place, which should, however, never be too cold.

After floescence the leaves must be kept intact to give the bulb strength again to develop other flowers.

By the latter half of May, dig in the pots in a garden, in such a way that the bulb is covered, preferably in a shaded spot.

Water regularly with liquid manure and leave the plant outside till September. Pot it again and let the leaves wither and fade away without watering. Should the foliage not be dead by the beginning of November, cut it off entirely.

Put the potted bulb in a temperate spot until the new flowerbud appears and pot the bulb anew in fresh earth.

The *Amaryllis* is one of the best decorative domestic plants and can easily be cultivated from the stage of a bulb to that of a flowering plant of an incomparable beauty.

We multiply the *Amaryllis* vegetatively, i.e. by cutting up the motherbulbs and in this way we obtain more bulbs of exactly the same variety, color shade and flower shape.

All the named varieties of this catalog are fair-sized bulbs, which is for you a guarantee for a successful growth and flowering.

1. *Amaryllis* are mostly potted. Do not take too small pots ; there should be a space of soil of abt. one inch between the bulbs and the pot itself. Cut off the roots till they are abt. 5 inches long. Put the bulb so that half of it is above the surface of the level of the earth in the pot, so as to give the roots enough room and soil.
2. Use good nutritious leaf-mould with some old decomposed dairy manure or horse-dung and press it together, but not too closely.
3. Dig the pots in a warm bench or bed in airy, porous earth, and cover the bulbs till abt. $\frac{2}{5}$ inches of the bulbs is still visible. Distance from pot to pot should be abt. 8 inches.
4. See to sufficient heating in the benches or beds: 70 to 80 degrees Fahrenheit. This may be achieved by means of heatingtubes under the benches or beds or of a 6" layer of horse-dung, which should be closely pressed.
5. See to it that the green- or hothouse is sufficiently heated, 70 to 80 degrees Fahrenheit, and let the daylight freely penetrate.
6. Water moderately during the first stage of growth, warming-up of the water is recommended ; on further development of the plant, administer more water.
7. When the stems grow longer, support them with the aid of a bit of stick or a pin.
8. When the flowers burst open, the plants should be put in a cooler spot, its temperature, however, being not lower than 60 degrees Fahrenheit. In this way they will keep their beauty longer.
9. After the plant has flowered, cut off the stems (scapes), keep the plants in the green- or hothouse, and administer regularly some liquid manure during the further growth. Do not give any more water after August 15th and take the bulbs from the benches or beds in early October, cut off the foliage and preserve the bulbs at 62 degrees Fahrenheit. When the flowerbud is visible again, the same treatment should be repeated, starting again with number 1.

Ludwig Strain Amaryllis Seeds

As spring in Holland is not always as sunny as we should wish it to be, the Amaryllis Seeds often mature but slowly in our hothouses. Not but that this affects the quality or the germinating power of the seeds. On the contrary, we guarantee that at least 95 % of our seeds will germinate, if treated properly. To ensure the success of the germination we always include in every seed-parcel we despatch our cultural directions. We have, however, decided to postpone the date of delivery from May to June/July, so that our customers know beforehand that the seeds ordered will not come to hand earlier than the latter half of June.

The Amaryllis seeds are gathered from our best named varieties in existence. We draw your attention to the fact, however, that Amaryllis varieties cannot be grown "true to name" from seeds; this is only possible through vegetative propagation.

Moreover self-pollination generally leads to degeneration, so that the best named varieties are always crossed with others, generally in the same color shade.

Here is our quotation :

**Superior selected pure white Ludwig Amaryllis seeds at
\$ 4.25 per hundred seeds**

**Superior selected Ludwig Amaryllis seeds in other colors at
\$ 3.25 per hundred seeds**

**The colors are : red, darkred, light red, rose, salmon, orange,
striped, mixed**

**Ludwig Gracilis (Miniature) Amaryllis seeds at \$ 4.25 per
hundred seeds**

News from Amaryllis Shows

New Orleans : Mrs. HAYDEL : Three Cups

Ludwig's Challenge Cup with *Apple Blossom*

Tricolor with *American Fashion*

Blue Ribbons with *American Express* - *Blazing Star* - *Bouquet*

Champion's Reward - *Picotée* - *Lucky Strike* - *Red Sparkle* - *Attraction*

Orange Wonder - *Fire Fly*

Hattiesburg : Mrs. C. R. BETHEA :

Official Amaryllis Society Award with *Five Star General*

Largest red blooms : *Fire Dance*

Mrs. L. W. RUFFIN : Silver Tray for *Ludwig's Goliath*



KERMIT WARNASCH

F. A. C. McCULLA

admiring their entries for the Men's Garden Show (Houston)

*Their outstanding entries: Maria Goretti - Ludwig's Dazzler - Snow Queen
American Express - Baton Rouge - Franklin Roosevelt - Ludwig's Goliath
Ludwig's Scarlet - Rossini - Daintiness - Fantasy - Doris Lilian - Margaret Rose
Pinksterflower, Roseline Bouquet - Apple Blossom and Gracilis*